

ABSTRACT OF THE DISCLOSURE

A method and system for periodically deriving an optimal batch broadcast schedule based on client demand feedback data from a distributed set of broadcast clients. The broadcast system includes an operation center that broadcasts meta-
5 data to a plurality of client systems. The meta-data describes a plurality of pieces of content that are in consideration for upcoming broadcasts by the server. Each client receives the broadcasted meta-data from and sends back a set of client demand feedback data to the operations center, wherein the user feedback data reflects a client's interest level in at least a portion of the pieces of content. The
10 feedback data, which typically may include ratings and/or relative rankings, may be user-generated, automatically-generated, or a combination of the two. The system then send a batch of content based on an aggregation of the feedback data in combination with available broadcast bandwidth and broadcast schedule window.

Approved for Release